

STRENGTH ACADEMY

BLUEPRINT · HYBRID COACHING

The Hybrid Coaching Ecosystem Blueprint

Six nodes, one system. The map of what hybrid coaching looks like when training, nutrition, health data, and referrals live in one place — and a 2-minute self-score to find where your hours are leaking.

NODES

6

SELF-SCORE

2 min

SETUP CALL

15 min

THE SIX NODES

 PROGRAMMING STEPS & HEALTH ATHLETE EXPERIENCE NUTRITION MOBILITY REFERRALS & BUSINESS

THE MAP

6

Six nodes. One hub.

The coach dashboard sits in the middle — one urgency-ranked feed of your whole roster: who needs programming, adherence, missed lifts, PRs, pain reports, new videos, unread messages. Everything flows into it, so you coach from one screen instead of five apps.



The flows are the point: an athlete logs a session and a PR -> it lands in your dashboard feed -> you review the lift video and reply -> their readiness score shapes next week's program -> their results feed your storefront reviews -> their referral link brings you the next athlete.

1

One program. Every sport.

WHAT GOOD LOOKS LIKE

One program can hold the lift day, the run day, and the Hyrox block — and updating 20 athletes takes minutes, not a Sunday.

THE MECHANICS

WEEK BUILDER (WEEKLY CANVAS)

Drag-and-drop training weeks — sessions by type, reps/weight/RPE/tempo, exercise variations, duplicate-with-progression.

PERIODIZATION + CUSTOM LIBRARY

Named training periods (Hypertrophy -> Strength -> Peak); save reusable blocks, days, and whole weeks and drag them into any program.

FAST INPUT

Describe a week out loud and AI drafts it into the builder; import existing programs from Excel.

SELF-AUDIT

Can you update programming for 20 hybrid athletes — across two sports — in under an hour?

2

You prescribe. They log. You see it.

WHAT GOOD LOOKS LIKE

Nutrition coaching without a second app or a "send me a screenshot of MyFitnessPal".

THE MECHANICS

COACH-SIDE PRESCRIPTION

Set and lock macro targets; build and assign weekly meal plans (with AI meal suggestions).

LOGGING THAT ACTUALLY HAPPENS

Athletes log meals by search, barcode scan, or voice — calorie and macro rings against the targets you set.

AI MEAL PLANNING

Preferences in -> a week of meals + a grocery list out.

SELF-AUDIT

Do you see your athletes' real intake next to their training — or do you coach nutrition on trust?

3

The invisible training, visible.

WHAT GOOD LOOKS LIKE

Steps, sleep, and recovery inform your programming instead of being a mystery.

THE MECHANICS

WEARABLES + APPLE HEALTH SYNC

Steps and recovery flow in automatically; menstrual-cycle tracking can inform readiness (with the athlete's consent).

READINESS, TWICE

A pre-workout check-in that suggests adjusting volume, and an evening check-in producing a 0–100 recovery score + trend.

PAIN REPORTING

Athletes tap a body figure to report pain (where, 1–10) — it lands in your dashboard, not in a DM you'll lose.

SELF-AUDIT

When an athlete is trending toward the ground, do you find out from data — or from the missed session?



Prescribed, not mentioned.

WHAT GOOD LOOKS LIKE

The boring-but-critical work is prescribed, followed along, and connected to what hurts.

THE MECHANICS

FOLLOW-ALONG ROUTINES

Activate / Mobility / Stretch routines with video demos — prescribe them like programming.

PAIN-DRIVEN ADJUSTMENTS

Act on athletes' pain reports with AI-suggested exercise modifications instead of guessing.

SELF-AUDIT

Is mobility something you program — or something you mention?

5

One app. Pro-team feel.

WHAT GOOD LOOKS LIKE

Your athletes open one app and feel like they're on a pro team. This is what keeps them — and what they show their training partners.

THE MECHANICS

A DAILY PLAN THAT RESPECTS THEM

Today's session, logging with a how-it-felt read on every set, PR trend charts, meet countdown + warm-up timer.

REAL COACHING FEEDBACK

They submit a lift video, you annotate frames and reply with text or voice — technique coaching, not "looks good".

A REASON TO COME BACK

Arena — a friend feed of workouts and PRs, live challenges and 1v1 battles, an athlete rating from bronze to legendary.

SELF-AUDIT

Would your athletes describe their current experience as "pro-level" — or as "my coach sends me a spreadsheet"?

6

The backend runs itself.

WHAT GOOD LOOKS LIKE

The admin runs itself and your athletes become the growth engine.

THE MECHANICS

SHARE & EARN

Athletes share a plan link; both sides get rewards on signup — your roster recruits for you.

SELL WITHOUT BUILDING A WEBSITE

Turn a program into a sellable template with subscription tiers; a public storefront + promo page on your own URL.

SEE THE BUSINESS

A revenue dashboard — MRR, subscribers by tier, payouts, an affiliate program — plus automations for welcome messages, PR celebrations, inactivity nudges, weekly check-ins.

SELF-AUDIT

If someone asked "how's the coaching business going," could you answer with numbers from one screen?

THE SELF-SCORE

/6**One point per "yes".**

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- Programming for all sports lives in ONE tool (no parallel spreadsheets). 01

 - You can update 20 athletes' programs in under an hour. 02

 - You see real nutrition intake next to training data. 03

 - Recovery/readiness data reaches you before the missed session does. 04

 - Your athletes would call their app experience "pro-level". 05

 - Check-ins, payments, and referrals run without you chasing them. 06
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YOUR VERDICT

- 5-6** Your ecosystem is real — the call on the next page probably isn't for you.
- 3-4** You're one or two nodes away. Worth 15 minutes to close the gap.
- 0-2** Your hours are the glue holding the system together. That's the ceiling on your roster — not your coaching.

THE NEXT STEP

Map YOUR roster onto the six nodes.

Book a free Strength Academy setup call. Bring your current setup — the sheet, the apps, the athlete count. On the call we map your roster onto these six nodes inside Strength Academy — your sport tracks, your nutrition flow, your athlete experience — so you leave knowing exactly what your ecosystem looks like, whether you build it with us or not.

STRENGTHACADEMY.APP/BOOK

15 MINUTES · GOOGLE MEET · FREE

— *Dominic, founder of Strength Academy*

(weightlifter first, systems guy second)